



Tahner Green

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Education

B.S in International Business,
University of Nevada, Las
Vegas, US, 2021

Digital Credentials

Salesforce Certified AI Associate
- 2023

Certified User Experience
Designer - 2023

Enterprise Design Thinking Co-
Creator - 2023

IBM Salesforce Essentials - 2022

IBM Agile Explorer - 2022

Languages

English - Fluent

Publications

Negotiating your Services, 2021

Redirecting and Connecting
Your Different Website Domains,
2021

How to Transfer your Business's
Domain Profile, 2021

Profile

I am a dedicated UX professional committed to delivering innovative solutions for diverse clients. Proficient in a range of design tools and techniques, I facilitate design thinking sessions, rapid prototyping, and UX / UI design. With a proven history of successful projects, I am resolute in applying my skills to transform ideas into tangible realities.

Key skills

- Salesforce
- Adobe Experience Manager (AEM)
- User Experience (UX) and User Interface (UI) Design
- Figma
- Adobe XD / Creative Cloud
- Design Thinking
- Agile Methodologies
- Corporate Communications

Key courses and training

- B.S. International Business (Marketing & Management)
- Salesforce User Experience Design Certification
- Salesforce AI Associate Certification
- IBM Salesforce Essentials
- Enterprise Design Thinking
- Principles of UX Design
- AEM Platform Design
- Life Sciences Bronze

Work experience

UX Developer

Non-profit Ocean Data Management, United States | Aug 2022 - Oct 2023

- Conducted comprehensive UX research, identifying key user requirements and use cases to align the business's mission and goals with user needs effectively.
- Implemented a robust design system and style guide, streamlining the user experience in accessing and understanding local ocean health quality information.
- Orchestrated and facilitated all business meetings, managing multiple streams of agile workflows and ensuring efficient collaboration among team members.
- Designed and developed responsive web applications, translating conceptual designs into functional front-end code.
- Conducted over 50 in-depth user interviews, gaining valuable insights into



user preferences and integrating their feedback into the design process.

- Adopted an agile methodology to rapidly iterate and deliver prototypes, wireframes, workflows, and front-end development.

Project Manager and User Experience Lead

Non-profit Application for decreasing poverty in the U.S, United States | Jan 2022 - Present

- Conducted extensive user research, identifying and validating a niche market that would significantly benefit from the application's offerings.
- Developed comprehensive design systems and style guides, enabling users to quickly navigate and access relevant resources tailored to their specific needs.
- Led front-end development efforts, leveraging iOS development best practices and utilizing core native resources for optimal application performance.
- Facilitated organizational meetings, effectively tracking project progress and ensuring that the team met established deadlines.
- Implemented the application in Firestore, optimizing the back-end processes for improved speed and efficiency.

Assistant Manager

UNLV Life Sciences, United States | Sept 2018 - Jan 2022

- Implemented a streamlined inventory management system, successfully handling over 100 orders of scientific research materials to ensure efficient maintenance of research activities.
- Significantly improved delivery efficiency by 25% by conducting extensive research on preferred channels used by professors, optimizing the process and ensuring timely and accurate deliveries.
- Managed building activities related to equipment shipment and delivery, proactively staying updated on industry trends and matching the specific needs of professors to provide exceptional service.
- Developed a sustainable solution to address overstocked inventory, spearheading an initiative to donate nearly 100% of excess or throwaway items to charitable organizations, reducing waste and benefiting the community.

UX Design / Management

Freelancer, United States | Jan 2018 - Feb 2022

- Rebranded restaurant's online presence and created a website allowing customers to make online orders. Created a rewards system and rewards group, boosting customer retention and increasing restaurants profits.
- Managed social media campaigns, using analytics platform to gauge and improve marketing ideas for the client. Managed restaurant and marketing employees to address areas of improvement based from analytics and feedback.
- Directed social media advertisements following latest trends, increasing website traffic by 200%.
- Collaborated with Tech solutions start up company. Hosted design thinking sessions and conducted user research to identify the best approach to build the mobile application. Created robust design systems and a high-fidelity prototype for their mobile application, testing the MVP in the market and incorporating feedback given from the users. Managed and led teams of developers, ensuring that functionality and experience align best with user's needs.
- Facilitated information sessions for a small business, successfully mitigating



risks associated with third-party vendors. Conducted comprehensive end-to-end user research, optimizing 70% of their websites and creating a new social media presence. Implemented targeted marketing strategies that resulted in a higher percentage of customer retention.

Sales Associate

Pandora Jewelry, United States | Mar 2016 - Jul 2018

- Greet and assist customers with a friendly and helpful attitude.
- Provide product information and answer customer inquiries.
- Assist customers in finding the perfect jewelry piece or accessory.
- Promote and upsell Pandora products to customers.
- Assist in receiving and unpacking new inventory shipments.
- Help in counting and restocking inventory as needed.
- Notify management when inventory levels are low or out of stock.

Assignment history

A/B Tester

Discount Tire, United States | Dec 2023 - Mar 2024

Project name: Discount Tire Design Testing

Discount Tire is testing multiple versions of their platform to make data-driven decisions on which UX/UI design aligns best with their users.

Contribution: - Conduct A/B tests on various digital assets to optimize for key performance indicators (KPIs) such as conversion rates, click-through rates, and user engagement.

- Collaborate with cross-functional teams, including designers, developers, and product managers, to plan and execute A/B testing strategies, ensuring alignment with overall business goals and objectives.
- Analyze A/B test results using statistical methods and data analysis tools to derive actionable insights. Present findings to stakeholders, providing recommendations for iterative improvements based on test outcomes.
- Develop and implement testing hypotheses, leveraging a deep understanding of user behavior, market trends, and industry best practices to guide experimentation efforts.
- Utilize A/B testing tools and platforms to set up experiments, monitor ongoing tests, and troubleshoot issues. Stay abreast of industry trends and emerging technologies to enhance testing methodologies and toolsets.

UX/UI Designer

University of Houston, United States | Dec 2023 - Jan 2024

Project name: UoH Alumni Portal Review / Redesign

Evaluated the University of Houston's Alumni portal, offering strategic UX insights on optimal design practices. Revamped the user interface to elevate the overall user experience within the portal.

Contribution: - Led user interviews to pinpoint existing pain points within the current system

- Designed Salesforce dashboard and management portal for client, using Salesforce principles, components, and best practices.
- Conducted a comprehensive review of the internal marketing portal, outlining essential UI changes to align with best design practices.



- Revamped pages within the Alumni portal, enhancing user experience for speed and visual appeal.
- Advocated for adherence to UX guidelines, delivering compelling presentations to both clients and IBM leadership on their importance.

UX/UI Designer

Pfizer, United States | Nov 2023 - Dec 2023

Project name: Pfizer Gen-AI Design

Amidst the rising evolution of AI, the developer team seeks support in shaping a business-tailored generative AI platform. My responsibility involves prototyping and wire-framing the platform layout, actively integrating feedback to push the product's innovation forward.

- Contribution:
- Engaged with product leaders through interviews to gain understanding of innovative requirements. Led design thinking sessions to expand upon ideas, pinpointing key MVP areas for inclusion in the prototype.
 - Swiftly executed the prototyping of UX/UI designs for the platform, adhering to best design practices and WCAG Guidelines.
 - Iteratively redesigned various versions of the platform in response to valuable feedback from the client.
 - Developed a high-fidelity prototype using Figma, presenting and articulating the design's purpose.

UX/UI Designer

Sephora (Part-time), United States | Oct 2023 - Present

Project name: Sephora Marketing Dashboard Redesign

Evaluated Sephora's internal marketing portal, offering strategic UX insights on optimal design practices. Revamped the user interface to elevate the overall user experience within the portal.

- Contribution:
- Led user interviews to pinpoint existing pain points within the current system
 - Designed Salesforce dashboard and management portal for client, using Salesforce principles, components, and best practices.
 - Conducted a comprehensive review of the internal marketing portal, outlining essential UI changes to align with best design practices.
 - Revamped pages within the marketing portal, enhancing user experience for speed and visual appeal.
 - Advocated for adherence to UX guidelines, delivering compelling presentations to both clients and IBM leadership on their importance.
 - Crafted deliverables and trainings materials to clients, showcasing the 150 tasks we've completed in 2023 as well as a guide on how to use the Sephora Brand Marketing Portal.

Business Analyst

Janssen, United States | Sept 2023 - Oct 2023

Project name: Janssen CarePath Incident Response Team

Janssen enlisted my expertise to enhance patient communication, streamline escalation tracking, draft and dispatch sensitive documents, while carefully adhering to legal procedures and compliance requirements, ensuring the integrity in all interactions with patients.



Contribution: - Expertly drafted and transmitted sensitive documents to various CE sites, following HIPAA requirements to guarantee full legal compliance in all processes.

- Utilized Salesforce lightning dashboard to manage and update records for CEs.
- Spearheaded the automation of data entry processes from multiple sources, optimizing escalation system updates for enhanced efficiency.
- Facilitating solution discussions with CE sites, documenting comprehensive processes and procedures employed to successfully resolve diverse issues.
- Creating detailed requirement documentation, outlining step-by-step procedures for streamlined information access across different sites.
- Converted and customized various file formats to best suit the needs of the CE, ensuring effective resolution of issues.

Senior UX Design Lead

Toyota Canada, United States | Jul 2022 - May 2023

Project name: Toyota Canada AEM Migration

Revamped and implemented a comprehensive design system for all Toyota (& Lexus) Canada websites. As the sole designer, I led the development team and engaged in client meetings with executives, presenting the envisioned future look of the websites. Additionally, I introduced innovative UI/UX elements to align with best design practices and adhere to WCAG Guidelines.

Contribution: - Leveraged my expertise in front-end design to create visually appealing and user-friendly web content using Adobe products. Developed templates and components that enhanced the overall user experience and aligned with the organization's branding guidelines.

- Prepared and facilitated discovery sessions to understand clients' content requirements, gather insights, and define content strategies. Collaborated with stakeholders to align objectives, identify design constraints, and provide strategic guidance to developers.
- Worked closely with developers to ensure seamless integration of design elements into the AEM platform. Provided guidance on design practices and collaborated on implementing responsive and user-friendly designs that adhere to industry standards.
- Proficiently utilized design tools such as Figma and Adobe XD to create prototypes, wireframes, and interactive design solutions. Leveraged these tools to effectively communicate design concepts to clients and the IBM team.
- Hosted and guided client meetings to present UX solutions and showcase the value of AEM implementations. Demonstrated expertise in UX design principles, highlighting how the solutions aligned with clients' goals and provided a positive user experience.
- Maintained active communication with third-party vendors and stakeholders, ensuring smooth coordination and collaboration throughout the project lifecycle. Facilitated effective communication channels to address queries, provide updates, and resolve any issues that arose.
- Led a team responsible for designing and managing over 16 sites, including backend design templates and creative video editing. Oversaw the design process, ensuring high-quality deliverables, adherence to design standards, and successful project outcomes.
- Recognized and awarded for outstanding performance and contributions to the project, reflecting my dedication,



Project Management

IBM P-Tech Internship | Jun 2022 - Jul 2022

Project name: P-Tech Internship

As a participant in the P-TECH program, I played an integral role in empowering high school students from underserved backgrounds to acquire the necessary academic, technical, and professional skills and credentials for competitive STEM (Science, Technology, Engineering, and Mathematics) jobs. Through my contributions within the P-TECH program, I actively worked towards bridging the opportunity gap and empowering underserved high school students to pursue successful careers in STEM fields. By providing mentorship, skill development, career readiness, academic support, and fostering collaboration, I contributed to equipping students with the necessary tools and pathways to achieve their goals.

Contribution: - Utilized project management tools such as Trello, Mural, and InVision to organize tasks, assign responsibilities, and track progress effectively, ensuring seamless collaboration and timely project delivery—a valuable skill in managing BA projects and workflows.

- Applied agile methodologies to drive project development, leading daily stand-ups, retrospectives, sprints, and workflow management. My agile practices enhanced collaboration, increased efficiency, and ensured the timely completion of project deliverables, a skill vital for managing BA projects.

- Leading and managing teams, ensuring they are aligned with industry goals and objectives. I provided guidance, support, and clear direction to facilitate the achievement of project outcomes, while also addressing team dynamics, resolving conflicts, and motivating team members to excel.

- Hosted informative sessions to share insights on industry technologies and best practices, equipping stakeholders with the knowledge and skills necessary for success. This aligns with my ability to facilitate knowledge transfer and training within business contexts.

- Actively sought and incorporated feedback from the team to enhance meeting structures and optimize the work environment for productivity. My commitment to open communication and improvement facilitated improved team dynamics and overall efficiency, reflecting the BA's role in fostering collaboration and continuous improvement within projects.

Team Manager / Coach

IBM Accelerate, United States | May 2022 - Jul 2022

Project name: IBM Accelerate Program

IBM Accelerate is a highly selective program that provides virtual learning experiences to promising undergraduate students over an eight-week summer period. The program aims to identify and equip students with the knowledge and readiness necessary for future opportunities within the technology industry. Through my contributions, the IBM Accelerate program successfully empowered high-potential undergraduate students with the necessary knowledge, skills, and industry exposure to prepare them for future opportunities within the technology industry.

Contribution: - Effectively managed projects, providing leadership to cross-functional teams. I oversaw the execution of initiatives aimed at achieving strategic objectives and guided team members in applying consulting methodologies and best practices for successful project outcomes.

- Organized regular sessions and check-ins to ensure project progress,



fostering effective communication and coordination among stakeholders. I closely monitored project timelines, deliverables, and milestones, ensuring the timely and successful completion of project objectives.

- Creating a supportive and collaborative environment within the team, encouraging knowledge sharing, creativity, and professional growth. I actively supported team members in their development by offering guidance and mentorship, emphasizing critical thinking, problem-solving, and effective communication skills.
- Conducted performance evaluations and provided constructive feedback to team members, helping them identify areas for improvement and recognizing their achievements, which contributed to overall team development.
- Assisted team members in preparing for presentations, ensuring they effectively showcased their findings, insights, and recommendations in alignment with project objectives, which is crucial in BA roles when communicating insights to stakeholders.
- Collaborated with subject matter experts to design and refine program curricula, ensuring alignment with industry trends and specific business needs. This aligns with my ability to bridge the gap between business goals and education, a key responsibility of a BA.
- Assessed students' progress, providing constructive feedback and guidance for their growth and improvement in line with the BA's role in assessing project progress and providing insights to enhance business outcomes.

Additional information

South Dakota Mines & Technology - Business Plan Competition 1st place - 2022

South Dakota Mines & Technology - Business Concept Competition 3rd place - 2022

South Dakota Mines & Technology - Business Design Competition 1st place - 2022

UNLV Lee Business School - Business Pitch Competition 3rd place - 2020